

ORDER



Orders
Order / Rev: 1277766
Alt Order #: 08328179
Product Desc: REED FOR CONGRESS
Estimate: C04C10
Flight Dates: 10/04/16 - 10/10/16
Original Date / Rev: 07/20/16 / 09/21/16
Order Type: Political

Primary AE: Jim Quinn
Sales Office: T-PHI
Sales Region: NAT

Agency Name: Smart Media Group Inc/ POL
Buying Contact:
Billing Contact:
 1427 Leslie Avenue
 Alexandria, VA 22301

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: WEEKLY
Agency Commission: 15%

Advertiser Name: Reed, Tom / Republican / Congress
Demographic: A35+
Product Codes: PL-US House Representative
Priority: P04-GB
Revenue Codes: AGY, (POL) Political, (POL) Candidate

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID: 98895
Agency External ID: 7611AG
Unit Code: General

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/03/16	10/09/16	18	\$7,900.00	\$6,715.00
10/10/16	10/16/16	7	\$3,775.00	\$3,208.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2016	25	\$11,675.00	\$9,923.75	0.00
Totals	25	\$11,675.00	\$9,923.75	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
WGRZ	34%	\$11,675.00
Market	100%	\$34,338.24

Competitive Share

Competitive Share	Share	Total
CABL	0%	\$0.00
CABLE	0%	\$0.00
UNKWN	0%	\$0.00
WIVB	38%	\$13,048.53
WKBW	16%	\$5,494.12
WNED	0%	\$0.00
WNEQ	0%	\$0.00
WNGS	0%	\$0.00
WNLO	1%	\$343.38
WNYB	0%	\$0.00
WNYO	0%	\$0.00
WUTV	11%	\$3,777.21

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WGRZ	10/07/16	10/07/16	NBC Nightly News	CM	630-7p	----F--	:30	1	\$625.00	P04-C	0.00	NM	1	\$625.00
NBC Nightly News															
NULL NBC NITELY NEWS (LIM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/03/16	10/09/16	----F--		1		\$625.00		0.00					
E 3	WGRZ	10/10/16	10/10/16		CM	430-5a	M-----	:30	1	\$50.00	P04-C	0.00	NM	1	\$50.00

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WGRZ

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Local News @ 430a M-F											
				2 Early Daybreak		(4:30 AM-5:00 AM)									
				NULL 2 EARLY DAYBREAK											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/10/16		10/10/16	10/16/16	M-----					1	\$50.00		0.00			
E 4	WGRZ	10/10/16	10/10/16	NBC Nightly News	CM	630-7p	M-----	:30	1	\$625.00	P04-C	0.00	NM	1	\$625.00
				NBC Nightly News											
				NULL NBC NITELY NEWS (LIM											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/10/16		10/10/16	10/16/16	M-----					1	\$625.00		0.00			
E 5	WGRZ	10/10/16	10/10/16	ET 7-730p	CM	7-730p	M-----	:30	1	\$300.00	P04-C	0.00	NM	1	\$300.00
				Entertainment Tonight		(7:00 PM-7:30 PM)									
				NULL ENTERTAINMENT TONIGH											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/10/16		10/10/16	10/16/16	M-----					1	\$300.00		0.00			
E 6	WGRZ	10/10/16	10/10/16	Today Show	CM	Today Show	M-----	:30	1	\$300.00	P04-C	0.00	NM	1	\$300.00
				Today Show											
				NULL TODAY SHOW											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/10/16		10/10/16	10/16/16	M-----					1	\$300.00		0.00			
E 7	WGRZ	10/10/16	10/10/16	Mon Prime Other	CM	8p-11p	M-----	:30	1	\$1,400.00	P04-C	0.00	NM	1	\$1,400.00
				Mon Prime Special		(8:00 PM-10:00 PM)									
				NULL THE VOICE											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/10/16		10/10/16	10/16/16	M-----					1	\$1,400.00		0.00			
E 8	WGRZ	10/08/16	10/08/16	Local News @ 6p Sa	CM	6p-630p	-----S-	:30	1	\$400.00	P04-C	0.00	NM	1	\$400.00
				Sat News		(6:00 PM-6:30 PM)									
				NULL CH 2 NEWS AT 6PM											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/03/16		10/03/16	10/09/16	-----S-					1	\$400.00		0.00			
E 9	WGRZ	10/08/16	10/08/16	Today Show Sa	CM	7a-9a	-----S-	:30	1	\$225.00	P04-C	0.00	NM	1	\$225.00
				NBC Today Show (Sa)											
				NULL SATURDAY TODAY SHOW											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/03/16		10/03/16	10/09/16	-----S-					1	\$225.00		0.00			
E 10	WGRZ	10/09/16	10/09/16	Local News @ 7a Su	CM	7a-8a	-----S	:30	1	\$250.00	P04-C	0.00	NM	1	\$250.00
				Daybreak Sunday 7-8a		(7:00 AM-8:00 AM)									
				NULL SUNDAY DAYBREAK											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/03/16		10/03/16	10/09/16	-----S					1	\$250.00		0.00			
E 13	WGRZ	10/06/16	10/06/16	Local News @ 430a M-F	CM	430-5a	---T---	:30	1	\$50.00	P04-C	0.00	NM	1	\$50.00
				2 Early Daybreak		(4:30 AM-5:00 AM)									
				NULL 2 EARLY DAYBREAK											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/03/16		10/03/16	10/09/16	---T---					1	\$50.00		0.00			
E 14	WGRZ	10/06/16	10/06/16	Local News @ 6p M-F	CM	6p-630p	---T---	:30	1	\$550.00	P04-C	0.00	NM	1	\$550.00
				News at 6		(6:00 PM-6:30 PM)									
				NULL CH 2 NEWS AT 6PM											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/03/16		10/03/16	10/09/16	---T---					1	\$550.00		0.00			
E 15	WGRZ	10/06/16	10/06/16	Today Show	CM	Today Show	---T---	:30	1	\$300.00	P04-C	0.00	NM	1	\$300.00
				Today Show		(7:00 AM-9:00 AM)									
				NULL TODAY SHOW											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/03/16		10/03/16	10/09/16	---T---					1	\$300.00		0.00			
E 16	WGRZ	10/04/16	10/04/16	Local News @ 430a M-F	CM	430-5a	-T-----	:30	1	\$50.00	P04-C	0.00	NM	1	\$50.00
				2 Early Daybreak		(4:30 AM-5:00 AM)									
				NULL 2 EARLY DAYBREAK											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/03/16		10/03/16	10/09/16	-T-----					1	\$50.00		0.00			
E 17	WGRZ	10/04/16	10/04/16		CM	Today Show	-T-----	:30	1	\$300.00	P04-C	0.00	NM	1	\$300.00

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WGRZ

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Today Show											
				Today Show											
NULL TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/03/16	10/09/16	-T-----		1			\$300.00			0.00			
E 18	WGRZ	10/05/16	10/05/16	Local News @ 430a M-FCM		430-5a	--W----	:30	1	\$50.00	P04-C	0.00	NM	1	\$50.00
				2 Early Daybreak		(4:30 AM-5:00 AM)									
NULL 2 EARLY DAYBREAK															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/03/16	10/09/16	--W----		1			\$50.00			0.00			
E 19	WGRZ	10/05/16	10/05/16	ET 7-730p	CM	7-730p	--W----	:30	1	\$300.00	P04-C	0.00	NM	1	\$300.00
				Entertainment Tonight		(7:00 PM-7:30 PM)									
NULL ENTERTAINMENT TONIGH															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/03/16	10/09/16	--W----		1			\$300.00			0.00			
E 20	WGRZ	10/05/16	10/05/16	Wed Prime A	CM	8p-9p	--W----	:30	1	\$1,125.00	P04-C	0.00	NM	1	\$1,125.00
				Wed Prime A		(8:00 PM-9:00 PM)									
NULL BLINDSPOT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/03/16	10/09/16	--W----		1			\$1,125.00			0.00			
N 24	WGRZ	10/05/16	10/05/16	Local News @ 6p M-F	CM	6p-630p	--W----	:30	1	\$550.00	P04-C	0.00	NM	1	\$550.00
				News at 6											
NULL CH 2 NEWS AT 6PM															
N 25	WGRZ	10/07/16	10/07/16	Local News @ 6p M-F	CM	6p-630p	----F--	:30	1	\$550.00	P04-C	0.00	NM	1	\$550.00
				News at 6											
NULL CH 2 NEWS AT 6PM															
N 26	WGRZ	10/10/16	10/10/16	Local News @ 6p M-F	CM	6p-630p	M-----	:30	1	\$550.00	P04-C	0.00	NM	1	\$550.00
				News at 6											
NULL CH 2 NEWS AT 6PM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/10/16	10/16/16	M-----		1			\$550.00			0.00			
N 27	WGRZ	10/10/16	10/10/16	Local News @ 6p M-F	CM	6p-630p	M-----	:30	1	\$550.00	P04-C	0.00	NM	1	\$550.00
				News at 6											
NULL CH 2 NEWS AT 6PM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/10/16	10/16/16	M-----		1			\$550.00			0.00			
N 28	WGRZ	10/06/16	10/06/16	Local News @ 6p M-F	CM	6p-630p	---T---	:30	1	\$550.00	P04-C	0.00	NM	1	\$550.00
				News at 6											
NULL CH 2 NEWS AT 6PM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/03/16	10/09/16	---T---		1			\$550.00			0.00			
N 29	WGRZ	10/05/16	10/05/16	Local News @ 6p M-F	CM	6p-630p	--W----	:30	1	\$550.00	P04-C	0.00	NM	1	\$550.00
				News at 6											
NULL CH 2 NEWS AT 6PM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/03/16	10/09/16	--W----		1			\$550.00			0.00			
N 30	WGRZ	10/05/16	10/05/16	NBC Nightly News	CM	630-7p	--W----	:30	1	\$625.00	P04-C	0.00	NM	1	\$625.00
				NBC Nightly News											
NULL CH 2 NEWS AT 6PM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/03/16	10/09/16	--W----		1			\$625.00			0.00			
N 31	WGRZ	10/04/16	10/04/16	Prime Political Program	CM	Prime Political Pro	-T-----	:30	1	\$850.00	P04-C	0.00	NM	1	\$850.00
				Prime Political Program											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/03/16	10/09/16	-T-----		1			\$850.00			0.00			
													Totals	25	\$11,675.00